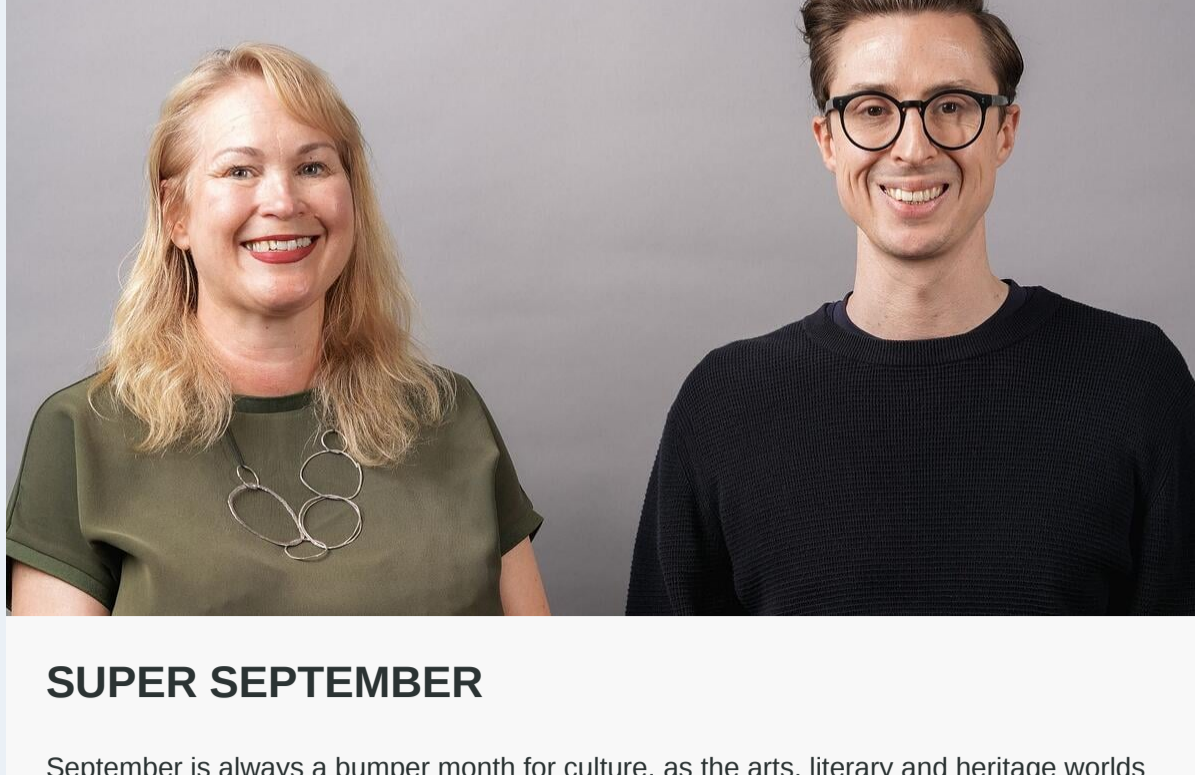


CULTURE NEWSLETTER

four



SUPER SEPTEMBER

September is always a bumper month for culture, as the arts, literary and heritage worlds return from the summer ready to enchant audiences. This month we've been particularly pleased to launch campaigns for two new clients, the Art Fund (promoting the power of teachers to introduce the delights of museums to young people) and the National Lottery Heritage Fund, with their latest round of transformative funding. The team had fun at the Ice House in Great Yarmouth, demonstrating its new life as the UK's Centre for Excellence in Outdoor Circus and Arts.

The book world is back with a bang too, with the longlist for the Baillie Gifford Prize and the shortlist for the Royal Society Trivedi Science Book Prize adding enlightening reads to the pile.

All the best,

Truda and Matt



THE BAILLIE GIFFORD PRIZE 2023 LONGLIST ILLUMINATES OUR WORLD

On 6 September, the team announced the 2023 longlist for the Baillie Gifford Prize for Non-Fiction. The thirteen authors represent 7 nationalities and tell stories that span generations: scientifically, geographically and socially – including the untold stories of China's Cultural Revolution, how cellular research changed medicine, the realities of the Israeli-Palestinian conflict and humanity's relationship with ultra-processed food.

The team secured 84 pieces of coverage, including national titles including [The Guardian](#), [Independent](#) and [Leaf China](#). [The Times](#) also included a deep dive into all 13 longlisted books, praising the books as a list that people could 'actually read for pleasure'. We also secured worldwide coverage, with pieces in: the US ([The Washington Post](#)) and [Bloomberg](#)); Canada ([The Globe and Mail](#) and [Times Colonist](#)); and India ([The Asian Age](#), [India Today](#) and [Tribune India](#)).

Meanwhile on social media, 249,677 people were made aware of the 2023 Baillie Gifford longlist announcement across all social platforms. Find out more about the longlist and keep up to date on upcoming news, including the shortlist announcement on 8 October, by following the Baillie Gifford Prize on [Twitter](#), [Facebook](#), [Instagram](#) and [TikTok](#).

Don't forget to also listen to the latest episode of the [Read Smart](#) podcast, generously supported by the Blavatnik Family Foundation, in which two members of our judging panel – Ruth Scurr and Arifa Akbar – delve into the fascinating list.



A MAGICAL 20TH ANNIVERSARY FOR LIBERTY FESTIVAL

Liberty, the Mayor of London's flagship disability arts festival was held earlier this month over three days at Fairfield Halls and Queen's Gardens in Croydon as part of This is Croydon, London Borough of Culture. The team worked hard to generate awareness of the festival which is now in its 20th year since launching in 2003.

Curated by charity Drunken Chorus, Liberty has developed into a touring festival taking Deaf and disabled arts to local communities in outer boroughs. Comedian and activist Jess Thom aka Touretteshero wrote a first-person piece on the importance of Liberty for [Disability Arts Online](#), and was also interviewed for [BBC London News](#) alongside inclusive dance company Moxie Brawl's performer and fitness instructor 'Tracey', and Gloria Darling – the Fairy Godmother and host of Liberty. There were also some 'grumpy unicorns' from Hijinx Theatre Company taking part in the Liberty Garden Party on the final day. There were extensive previews and features on [BBC News Online](#), [Time Out](#), and [Evening Standard](#), and a live on-air [BBC Radio London](#) interview with artists Anna Berry and Ellen Renton about their involvement with Liberty on the Carrie and David Grant show.

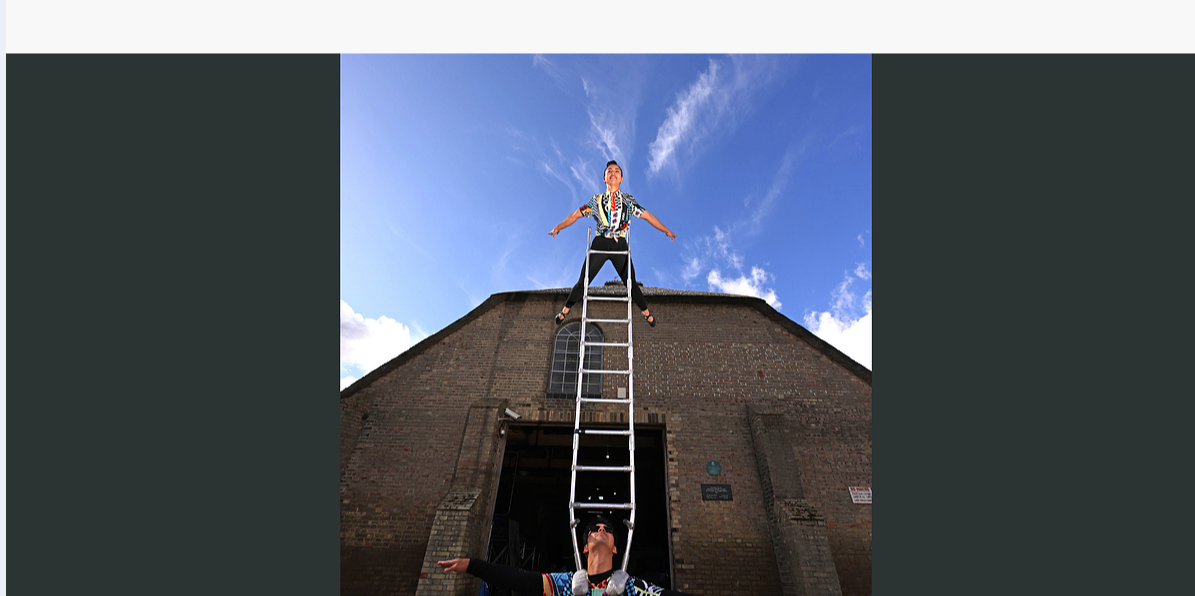
This is Croydon also participated in the annual Open House Festival and offered the public a range of guided tours, talks and workshops exploring the borough's brutalist architecture which was explored in a feature on the [Evening Standard](#).



THE VITALITY OF MUSIC

The new Musica Viva season at the University of Plymouth's Levinsky Hall launched on 18 September with an in Conversation event with the Master of the King's Music, composer Judith Weir. The Arts Institute's Director of Music Robert Taub was in conversation with Judith about her music, inspirations for her creativity and her current projects. Earlier in the day, Judith received an honorary degree from the University. The team secured an interview with Judith on [BBC Radio Devon's](#) Breakfast Show ahead of the event, and additional coverage for the new season included [Classical Music](#) online news item and newsletter, listings for each concert on the [Journal of Music](#), an inclusion in '10 Things to Do' in the October print issue of [Coast](#), and a news item on the new season in the [Plymouth Herald](#).

The forthcoming autumn programme includes a very special solo piano recital, Piano Passions on 14 October with Robert Taub, preceded by two previews The Piano and How it Goes on 10 October and The Details in the Devil: Words and Music on 12 October. Following a sold out concert last year, violinist Mathilde Milwidsky and pianist Huw Watkins return to Plymouth on 11 November for Virtuoso Violin.



NURTURING HISTORY

This week, the Culture team announced the 12 buildings to be awarded a share of £12.2m from the [National Lottery Heritage Fund](#). The latest round of funding will restore and reform historic buildings, bringing them back to life as important assets at the heart of their local communities.

One example is the historic Ice House in Great Yarmouth, which was once used to house freshly caught seafood ahead of transportation to London's infamous Billingsgate fish market. With the help of almost £2m from the Heritage Fund, the historic site is set to be transformed into the UK's Centre of Excellence in Outdoor Circus and Arts. To accompany the announcement, the team coordinated a photo shoot at the Ice House featuring local circus artists, Duo Vita.

The team secured 40+ pieces of coverage across a range of national and regional media, including [The Times](#) and [The Guardian](#) (both print and online), the [Daily Star](#), and broadcast titles [LBC](#) and [BBC Radio 3](#).



THE ROYAL SOCIETY CELEBRATES THE MANY FACES OF EVOLUTION

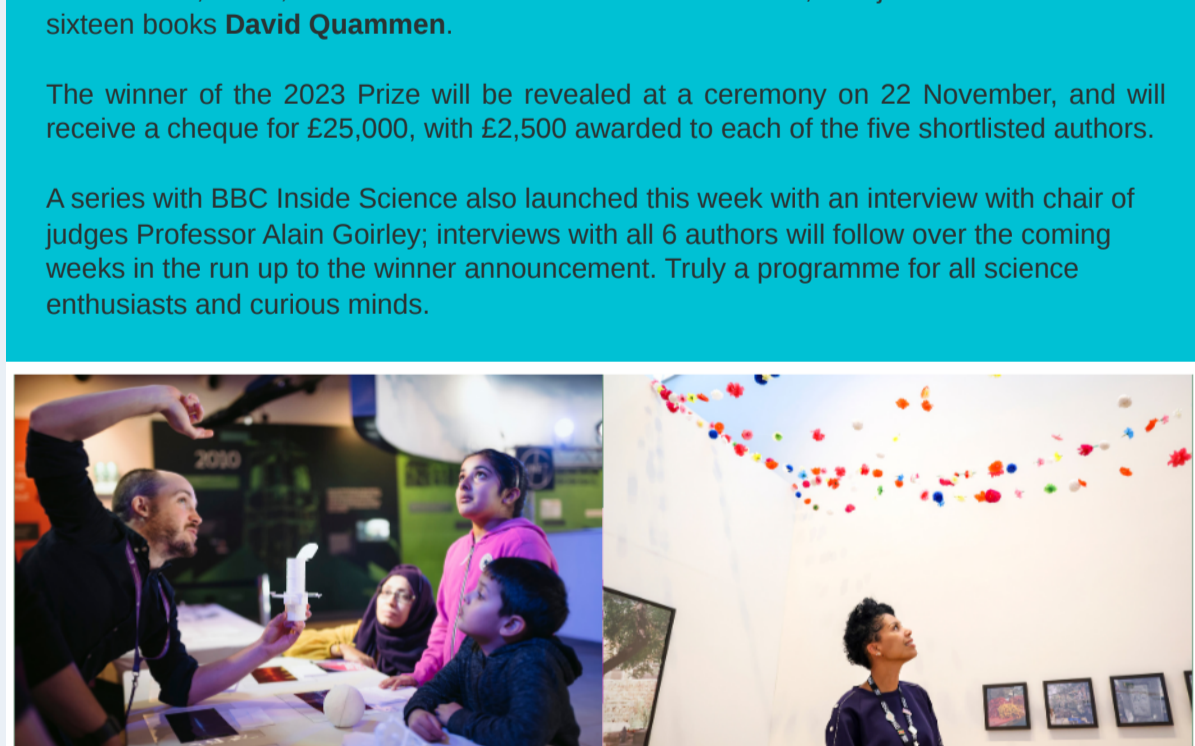
Towards the end of September the Royal Society Trivedi Science Book Prize announced its 2023 shortlist featuring the most exciting and urgent science writing of the past twelve months.

Over the past 35 years, the Prize has championed non-fiction books that use engaging narratives to open up science to a wider audience, whilst celebrating the collective joy of science writing.

This year's list features the youngest shortlistee in the Prize's history, 28-year-old debut author [Nicklas Brendborg](#) – a PhD student of molecular biology at the University of Copenhagen – whilst Pulitzer Prize-winning journalist [Ed Yong](#) is recognised for the second time, having previously appeared on the 2017 list. Joining them on the shortlist are a second Pulitzer Prize recipient, [Kate Zernike](#), reporter for [The New York Times](#); [Roma Agrawal](#), an engineer, author and presenter who worked on the Snard, Western Europe's tallest tower; writer, birdwatcher and conductor [Lev Parikian](#); and biologist and author of sixteen books [David Quammen](#).

The winner of the 2023 Prize will be revealed at a ceremony on 22 November, and will receive a cheque for £25,000, with £2,500 awarded to each of the five shortlisted authors.

A series with BBC Inside Science, also launched this week with an interview with the coming of ages Professor Alain Gireley, interviews with all 6 authors will follow over the course of weeks in the run up to the winner announcement. Truly a programme for all science enthusiasts and curious minds.



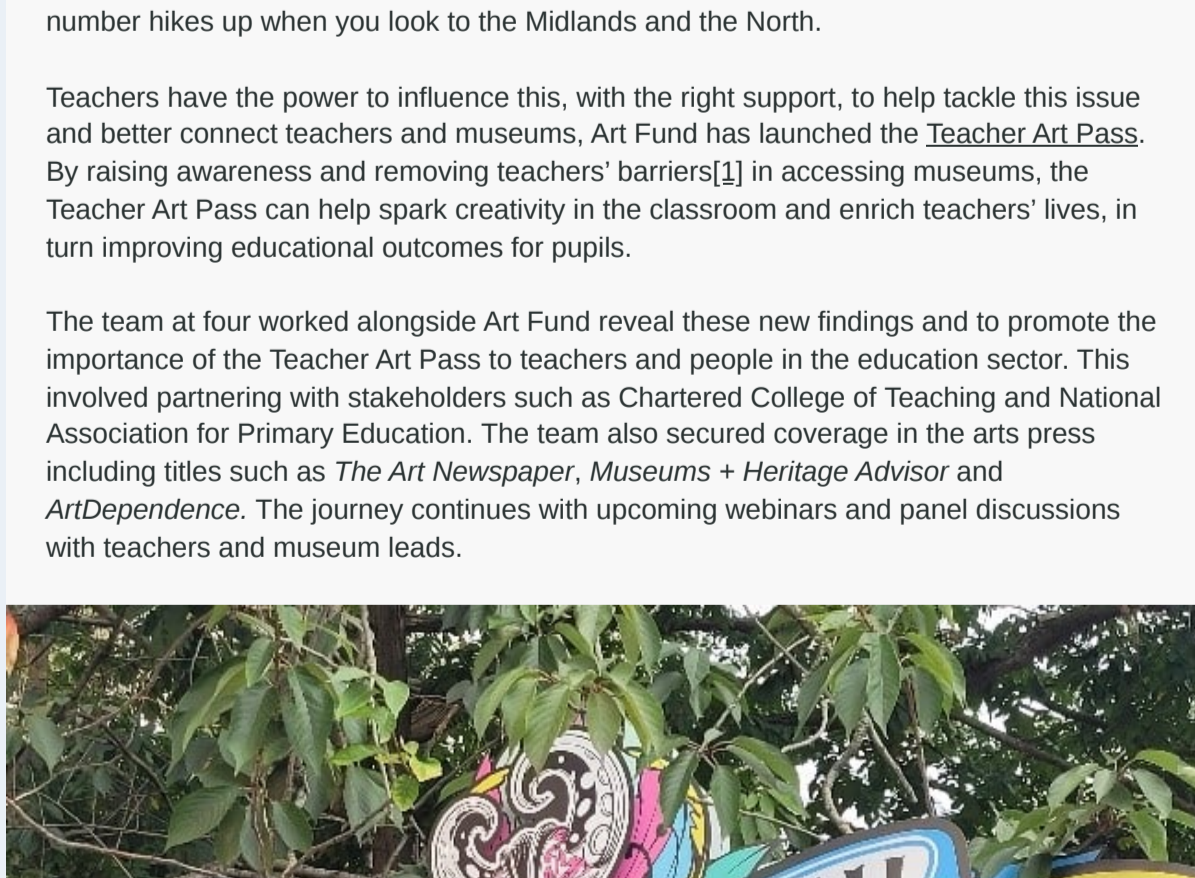
REMEMBER YOUR FIRST SCHOOL TRIP TO A MUSEUM?

Earlier this month, the national charity Art Fund released new research which revealed an inequity in pupils' visits to museums, galleries and cultural spaces. Depending on a child's socio-economic status and geographical location access to museums can vary dramatically, with 52% of less privileged pupils (C2DE) having visited a museum in the past year, compared to 70% of those growing up with more advantage (ABC1).

This research is also reflected in education, with a third (36%) of teachers across the country saying they are taking pupils to museums less than before the pandemic, this number hikes up when you look to the Midlands and the North.

Teachers have the power to influence this, with the right support, to help tackle this issue and better connect teachers and museums, Art Fund has launched the [Teacher Art Pass](#). By raising awareness and removing teachers' barriers in accessing museums, the Teacher Art Pass can help spark creativity in the classroom and enrich teachers' lives, in turn improving educational outcomes for pupils.

The team at four worked alongside Art Fund reveal these new findings and to promote the importance of the Teacher Art Pass to teachers and people in the education sector. This involved partnering with stakeholders such as Chartered College of Teaching and National Association for Primary Education. The team also secured coverage in the arts press including titles such as [The Art Newspaper](#), [Museums + Heritage Advisor](#) and [ArtDependence](#). The journey continues with upcoming webinars and panel discussions with teachers and museum leads.



A CROWNING ACHIEVEMENT

We've been working alongside the brand team at Four with the City of London Corporation on Bartholomew Fair, the City of London's biggest ever outdoor fair, originating in the 12th century and reviving it after the last one was held in 1855 to create a three-week celebration of contemporary culture and heritage. It was an exciting programme which included the world-premiere of RESURGAM, a stunning vertical dance performance by Bandaloop on St Paul's Cathedral; Dinner for All, a major promenade theatrical circus experience; and Carnesky's Showwomen Spectacular, a new promenade theatrical show directed by Olivier award-winner Marisa Carnesky.

The team secured widespread coverage with 126 pieces including previews in local London outlets, national picture stories of Bandaloop's performance on St. Paul's in [The Daily Telegraph](#), [The Times](#) and [The Independent](#), and a lengthy interview with director Marisa Carnesky, and City of London's Laurie Miller-Zutshi on [BBC Radio London](#).

The team also worked on the launch of [Treasures of Gold and Silver Wire](#) at Guildhall Art Gallery which is owned by the City of London Corporation. The exhibition on until 12 November presents a stunning collection of over 200 rare and beautiful items made of gold and silver wire including garments worn by Queen Elizabeth I, the 16th century Bacton Altar Cloth, and a glove worn by Queen Elizabeth II at her coronation in 1953. The team hosted the press view which was attended by media from [The Times](#), [Evening Standard](#), [Vanity Fair](#) to [BBC Radio London](#), and they secured coverage in [The Times](#) and an in-depth feature on [British Vogue](#) online.



TOGETHER WE MAKE A DIFFERENCE

